

## **Influences of Website Quality on Online Purchase Intention of Air Ticketing Service: In case of Mongolia**

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**ABSTRACT:** Business operation was more related with human contribution at end of 20<sup>th</sup> century. Rapid development of internet technology has changed business environment. More than ever, consumers more like to gather information about product or services and to make purchase using internet. For the reason, E-Commerce website is integral part of business in order to increase profit. Research focused to investigate influences of website quality factors (usability, website design, information quality, trust, perceived risk, empathy) on online purchase intention of Mongolian consumers. Questionnaire design based on Barnes and Vidgen's model and data was collected from 265 respondents by online. Correlation and regression analysis was used to measure relationship of variables. Research findings show website design, information quality, trust more positive influence on online purchasing intention than usability, empathy, perceived.

**KEYWORDS:** Web Quality, purchasing intention, information quality, perceived, risk, usability, trust, empathy

### **I. INTRODUCTION**

Internet changed shopping way of consumer in few decades and people more like to purchase product or services by online in order to save time and cost. Online users reached to about 4 billion and an estimated 1.66 billion people purchased goods online. Report of e-retail sales shows a growth of up to 4.48 trillion U.S dollars by 2021. Turban (2008) defined online shopping or ecommerce that process which involves transactions between a company and its customers through a digital platform (Website, Application, etc.) on the Internet and is independent of time and place. It means e-commerce gives opportunity which to make trade without sales workers for customers and firms from any place or any time. According Dehbashi & Nahavandi (2007), Airline service provider companies more offer air ticket ordering through website in order to decrease cost, expand revenue, create customer relationship database. Sense of consumers related with website quality is being developing as the experience of internet increases. It means consumers make online purchasing decision after got reliability and superior feeling compared to others and excellent design and information, easy-to-use of website direct influence on creating strong beliefs about website. Therefore, Research focused to investigate relationship of Website quality and online purchasing intention based on Barnes and Vidgen's model.

### **II. LITERATURE REVIEW**

**Online purchasing intention:** As Hair (2011) defined, Purchase intention is plan which to buy a product or service within a designated time period. In addition, online purchase intention is affected by the consumers' determination to purchase from an e-commerce business (Salisbury,2001). If consumers are more familiar with e-commerce businesses, they are more likely to access a website with the intention to purchase (Forsythe & Shi, 2003). Firms need to meet the demands of consumers in order to increase purchase intention (Fortsythe & Shi, 2003). Online purchase intention is a significant predictor to actual purchase (Pavlou, 2003) and is used to reach the goal of actual purchase (Lee & Lee, 2015).

**Web Qual Model:** Website quality is essential factor in e-commerce because consumer perception of website quality positive influence on intention which to use a website and directly impact on purchase intention. Some study indicated methods for measuring website quality and one of them is Barnes and Vidgen's model. The model was introduced Barnes and Vidgen (2006) and included six dimensions which included usability of use, information quality, website design, trust and empathy. In addition, perceived risk is added on the model in order to measure influencing online consumer behavior (Grabner-Kraeuter & Faullant, 2008).

**Usability:** Perceived ease of use for online purchasing relate to the degree to which the prospective consumer expects the online purchases to be free of effort. Barnes & Vidgen (2006) defined “Usability is clear and understandable, easy to navigate and interactive, easy to operate with the website.” Childers (2001) also found that usefulness is the primary determinant of behavioral intention to use a technology, with ease of use and enjoyment acting as secondary determinants. In addition, they defined usefulness of technology positively influence on consumer purchase intention.

**H1:** Usability positively influence on online purchase intention

**Website design:** The design is consisted by mix of contents and reason of consumer revisit. Content on the web means pictures, text, graphics, layout, sound, motion and right web content decisions build effective web design. According Hausman & Siekpe (2009), If website has more content with real environment, users more like to visit. It means good design or content positively influence on online purchase intention.

**H2: Website Design positively influence on online purchasing intention.**

**Information Quality:** Nusair (2008) defined that Information quality is degree which evaluated amount, accuracy and the form of product or service information on the website. Although design is one of reason which attract consumers and can't directly influence on purchasing intention. It means interesting design will only draw at the first stage but without valuable information, consumers can't understand benefit of goods and furthermore purchasing intention isn't create in consumers. Hence, it is hypothesized that:

**H3: Information Quality positively influence on online purchasing intention**

**Trust:** Previous researches have accepted trust as a central factor the enables e-commerce business to run successfully ( Komiak & Benbasat, 2006). Rousseau et al. (1998, p. 395) defined trust as: “a psychological position encompasses the intention to accept sensitivity based upon positive expectations of the intentions of the buyer or buyer's behavior.” Trust can reduce uncertainty and therefore it is essential for commerce (Blau, 2008). As well as, consumers perceive that online shopping has higher risk compared to a conventional shopping which is caused by distance, virtual identity, lack of checking. Therefore, trust is most important influencing factor on online purchasing intention (Corbitta et al., 2003). Hence, it is hypothesized that:

**H4: Trust positively influence on online purchasing intention**

**Perceived risk:** Consumers aim to manage the risk associated with transactions. Perceived risk is defined as the degree to which a person expresses uncertainty about a service or good (bauer,1960). According Dowling (1994), Perceived risk can be explained as consumer's consciousness of insecurity and contradictory consequences as a result of buying a product or service. When consumers make online purchasing, they need to exchange own private information (credit card, name, address). For this reason, several risks (security problems, transaction specific uncertainty, system-dependent uncertainty) related with online purchasing is created on consumers (Grabner-Kraeuter, 2002). Therefore, the problems negatively influence on online purchase intention. Thus, it is hypothesized that:

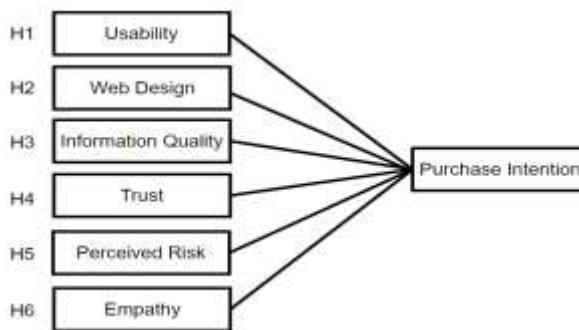
**H5: Perceived risk negatively influence on online purchase intention.**

**Empathy:** According Gefen (2002) defined, Empathy is online vendors provide personalized services to consumers and items of empathy measure the extent of personalized services provided by the website. Also, empathy was defined that “personalization which includes understanding the specific needs of customers and providing service related convenience” (Nusair & Kandam pully, 2008). Generally, the personalization does not exist in many travel sites and as a result by providing personalized services to customers would help to enhance value (Nusair and Kandampully, 2008). Hence, it is hypothesized that:

**H6: Empathy positive influence on online purchasing intention**

**Research framework:** Framework was designed based on Barnes & Vidgen's (2006) model and is used to measure relationship of independent (Usability, Website Design, Information Quality, Trust, Perceived Risk, Empathy) and dependent variables (Online purchasing intention). Some impenent variables was added from Su (2008) and Chang & Chen ( 2008).Designed framework is showed in Figure 1.

**Figure 1: Research framework**



### III. RESEARCH METHODS

**Data Sampling:** Mongolian 322 respondents participated on questionnaire which was delivered by social media and mail. 42% of Respondents is male and the remaining part is female. people of 18-29 ages activily participated on survey and take 75 percent of respondents. 65% has bachelor and master degree with experience. Somehow all of respondents was online purchasing before.

**Table 1: Demographic Information**

Variables	Percentage
Gender	
Male	42%
Female	58%
Age	
18-23	34%
24-29	41%
30-34	13%
35-39	12%
Education	
High school	24%
Bachelor	42%
Master	23%
Doctor	11%
Salary	
500₹ <	27%
501-800₹	14%
801-1100₹	28%
1101-1400₹	12%
1400₹ >	19%
Online purchased times in 1 year	
< 1	14%
1-5	11%
6-10	32%
11-15	34%
16 >	9%

**Measurement:** Questionnaire design contains eight sections which included 38 questions. The questions for each section related with usability, website design, information quality, trust, perceived risk, empathy,

online purchase intention and demographic information. All of questions use 5-point likert scale in order to measure consumer agreement degree.

#### IV. DATA ANALYSIS

Collected data was analyzed on SPSS 21 software and analyzing process included Reliability analysis, Correlation Analysis, Regression Analysis. First of All, in order to check the reliability of each factor, Cronbach's alpha was calculated. As shown in Table 2 shows cronbach's alpha score of each factor and all values are higher than 0.8 or above minimum acceptable level (lance,2006).

Variables	Cronbach's alpha
Usability	0.836
Website Design	0.932
Information Quality	0.812
Trust	0.802
Perceived Risk	0.911
Empathy	0.845
Purchase Intention	0.823

**Table 2: Reliability Analysis**

**Correlation Analysis:** Correlation is a technique for investigating the relationship of two quantitative variables. Pearson's correlation coefficient (r) is used to measure power of relationship with data ranges from -1 to +1. The analysis was used to measure relationship between dimensions of website quality and online purchase intention. Table 3 shows result of correlation analysis and all proposed hypothesis was approved as result.

**Table 3: Result of Correlation Analysis (\*\*p<0.05)**

Variables	Usability	Design	Quality	Trust	Risk	Empathy
Design	0.752**					
Information quality	0.522**	0.782**				
Trust	0.314**	0.496**	0.628**			
Perceived risk	-0.426**	-0.113**	-0.582**	-0.263**		
Empathy	0.198**	0.536**	0.346**	0.459**	0.278**	
Purchase intention	0.315**	0.437**	0.627**	0.622**	-0.326**	0.214**

**Regression Analysis:** The general purpose of multiple regression (the term was first used by Pearson, 1908) is to investigate more about the relationship between several independent or predictor variables and a dependent or criterion variable. The overall model fit for the multiple regressions was assessed by F statistics. On the table 4, result shows overall model ( $F=17.9$ ,  $p < 0.028.2$ ) explain 43.2 percent of the variance in online purchase intention.

Model Summary					
R	R2	Adjusted R2	F	Sig	
.622	.462	.432	28.246	.000	

Coefficients					
Independent Factor	B	Std.Error	Beta	t	Sig.
(Constant)	26.452	0.464		62.099	.000
Usability	.248	.085	.312**	2.536	.016
Design	.341	.058	.578*	3.753	.005
Quality	.472	.071	.656***	1.685	.001

Trust	.452	.055	.527*	3.456	.005
Risk	-0.246	.056	-0.336**	-.316	.012
Empathy	.114	.034	.158	3.284	.345

Dependent variable= Purchasing Intention \*p<0.1; \*\*P<0.05; \*\*\*P<0.01; two-tailed test

**Table 5: Regression Results**

As a result, Web design, Information quality, Trust dimensions stronger positive influences than other dimensions on purchasing intention. Perceived risk has weak negative influences on purchasing intention at level of 0.05. In addition, Usability has weak positive relationship compared to relationships of other dimensions (Design, Quality, Trust) at level of 0.05. In Contrast, Empathy hasn't significant relationship on purchasing intention.

## V. CONCLUSION

In the few decades, internet has rapidly changed consumer shopping behavior also consumers more like to purchase goods on the website. As the result, online trading websites were developed till independent business and integral part of any business. Therefore, Commercial organizations give importance for website quality in order to improve consumer attracting and purchase intention. Research purpose was to measure influences of website quality on online purchasing intention of Air Ticket Service in case of Mongolia. The findings express Website design, Information quality, Trust more positive influence on online purchase intention than empathy, perceived risk, usability. It means online shopping experience of Mongolian consumers isn't enough compared to other high developed countries and they don't give more importance for extra features of Air ticketing website (Responsiveness, Personalization, Usability, etc.) and the risk (Credit card information lose, etc.).

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